

# Lenox



“CoreMatrix customization and implementation of salesforce.com, as well as their system integrations expertise, led to a solution that met our needs as a manufacturer and marketer of power tool accessories, hand tools, band saw blades, torches, and solder in more than 70 countries. We needed a solution that addressed the needs of our direct sales force, as well as our partners and distribution channel providers and CoreMatrix was able to deliver a custom solution.” -- **Lenox**

## Project Highlights



- Implementation of salesforce.com Enterprise Edition with highly complex systems integration requirements
- Highly complex, multi-phase implementation for 125 users
- Multiple custom objects developed to support SKU-intensive manufacturer
- Custom CRM development to support direct sales force and distribution channel sales models

## The Challenges

Lenox® was faced with outdated, stand-alone systems that were no longer able to support the needs of their multi-faceted, expanding manufacturing operations. Their systems were not integrated or easy to use and were slow; therefore, their value to their sales team and sales channels was negligible. For continued growth and operations optimization, Lenox had to migrate from their “old ways” of managing customer and sales data and to a new, integrated CRM platform.

### Required a single CRM system

Lenox was using Lotus Notes, Oracle ERP and other internally developed systems to manage their CRM data and accounting information. These systems were not synchronized, required a great deal of manual work in order to extract data and extrapolate meaning, and were not easy tools for the sales team and sales channels to derive value from.

### Need for centralization

As Lenox expanded its operations and distribution channels, they required centralized reporting and centralized databases and a better way to manage their product, customer, and sales data.

### Need for on-demand sales data and customer information

The Lenox sales team and sales distribution channels required a system that was easy-to-use in the field, had real-time customer order updates capability, and enabled the teams to provide instant feedback to the product management and engineering teams back at the manufacturing facility. In addition, field sales efficiency was an issue with their current systems and procedures.



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## The Solution

salesforce.com was chosen as the CRM system for Lenox and CoreMatrix was chosen as the consulting partner to implement and customize the application for the manufacturer. CoreMatrix went to work to provide customized elements to meet the needs of this growing manufacturing company:

### Centralized Database

Lenox now has one central database where employees share knowledge and have access to customers, products, and sales information.

### Improved Information Sharing

Through a custom element developed by CoreMatrix, Lenox is now able to link its field sales efforts with engineering, product management and marketing - enabling instant feedback and sharing of information about product trials and demonstrations in the field.

### Increased Data Integrity & Ease of Migration

CoreMatrix developed custom coding with advanced data entry logic that eliminated double entries of data and inadvertently entering incorrect data. This feature enabled Lenox to increase its data integrity and ease of data migration.

### Increased Sales Analysis Capability

With a rich repository of customer information, Lenox can perform trend analysis and take the guesswork out of tracking product performance over time.

### Increased Sales Force Efficiency

Lenox has increased their sales efficiency through custom objects that CoreMatrix developed which interface with Google mapping technology to show sales data at the regional, customer, and product levels.

### Efficient Sales Channel Management

Lenox now can link customers to distributors, providing deeper insights into how its products are sold and supported through the channel.

## The Results

Lenox now has visibility of all of their data through one custom interface. They have better information about their sales channels and more sales analysis capabilities at their fingertips to support their growing operations. They are able to track and share product and sales information with faster and easier reporting to help make better-informed business decisions.